

PASS this letter on
to ~~the~~ whoever you
feel necessary.

I

KENNETH R. BLUM
~~Haverford College~~
~~Haverford, Pa.~~

Sunday
July 1, 1945

Dear Bill,

Well, I do wish you had come
up to the convention after all.
You would have been at a dis-
advantage, perhaps, in not being
personally acquainted with the IBS
Staff which played a very vital
role in the fireworks. But you
would have been an invaluable aid.
Cam Williams worked closely with me.
Ken Emery and a couple other ~~important~~
WBNC gals were here. I'm going to
make this ^{report} short because of its comparative
length - & there is only so much ink in the
house. Besides in the next issue of the

"Bulletin" (July) will be a full account of the proceedings, which please read carefully & study. At the general meeting (Sat) I read the report included to the assembled group (about 50, I think). Comparing WHAV to the other stations we're in top notch position. CURC has a lousy setup - but good equipment & ^{stagnant} interest! And with the exception of SN (Swarthmore) (again a bad setup, but excellent equipment & organization), + Harvard, Yale, Princeton (?), Cornell (?), Union (?), Brown - all stations who have been in the business for a good time - WHAV looks damn good. Now don't get a swelled head. I'm merely stating that for the same period of time WHAV is far ~~of~~ ahead of where the others were at the same time.

Following are notes I took during the

business agenda session, Sat afternoon.

Accidentally notice in the June "Bulletin", Page 8, the last paragraph (from SA) & very well pages 10, 11, 12. The ideas are excellent, put as many into operation as you can, please.

FM stations are going to change position on their ~~direct~~ frequencies. Be sure to check on the new ones, if you intend to rebroadcast them.

Use ^{plug} spots of own programs during station breaks.

To get adds. make accurate polls or survey of listeners. Know likes, dislikes, & great many other details. Work with psychology dept in conducting survey.

Submit to future sponsors info in folders.

And after getting adds, let sponsor know how program is going.

Minicograph, weekly (or bi-weekly, if possible) copies of daily ~~for~~ broadcasting schedules (next page)

yale - woco - advertising rates

Basic Rates

60 min	\$ 12.50
30 "	7.50
15 "	5.00
5 "	3.00
1 "	2.00
20 sec	1.00

Discount

30 times	24%
25 "	20%
20 "	16%
15 "	12%
10 "	8%
5 "	4%

minimum of \$3.00 (no disc)

Additional charges for programs originating outside of station's studio, & for programs requiring special production.

Buy ads in the Haverford News to plug programs & sponsors.

Try the movie theaters & stores

(lottery) for ads in Ardmore.

Even consult the Ardmore Chamber of Commerce for help in our plan to serve the community.

and distribute one to ^{not} each person or to ^{III.} each entry. It would cost much to do this + ~~if~~ with extra space you could put in plugs for programs or sponsors. (This seems like a swell idea to me).

To get the faculty interested + with WHAV: interview profs, for big productions invite profs to attend in the audience. Show them what we're doing. Bill, this is most important! For being thusly prepared, Harvard (WHCV) avoided a catastrophe when the building in which their studios were located was torn down. Since they were in "good" with the administration + faculty, they received a grant ~~of \$10,000~~ to build the new studios. One can never tell when WHAV might need faculty aid and so this is of great importance. Make them aware of WHAV. Be sure to ask

Mac to be interviewed or attend a broadcast. He's a very important boy to win over, for as you may know he'll be permanent president.

At the board of Governors meeting, the report of which will be in the "Bulletin", Lou Black was kicked out of IBS, but not of IBSR (the ^(representative) ~~ad~~ advertising department of IBS). The only thing that will affect you immediately will be that Linc Diamant will replace him. (Linc, from Columbia, did the Network show). Again the trick for IBS stuff is just to answer promptly & intelligently. Never pigeon-hole an IBS letter!

But one thing that will affect us immediately is that Dave Linton (head of SN for 2 yrs) was elected to the Executive Board as Field Engineer. Bill Dave is one of the best friends W H A V has, despite the fact he comes from Swarthmore. He doesn't see the rivalry

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KENNETH R. BLUM

HAVERFORD COLLEGE

HAVERFORD, PA.

fitter

to the greatest extent that we do. He lives only
for radios and only wants to improve
broadcasting. Of course SV is his
primary concern but he's greatly &
genuinely interested in us. He'll repair
equipment, work on plans for us, & with
luck build us one a transmitter. Now here's
what must be done. Since you won't
be back, try to get a general idea of who
your successor might be - Swartley, Ted,
Jim, Al (?) - and in a very short time
invite Dave & Harriet (his wife) over to
visit & talk & meet the boys on the
staff. Really show them all and be
most kind & courteous to them, for they
can help us more than you can possibly
imagine at this time. Their name is in

the phone book. ~~B~~ Have them tell you, personally, what happened at the convention. They attended the program agenda session, which I didn't, and I don't know what was discussed.

Harriet is on the committee appointed to draw up a new IBS constitution.

She's going to represent H.C. & B.M. so keep in touch with them. I would suggest you call them up this week, if possible, & find out what ~~the~~ happened here. They can tell much more than a letter or publication ever could. Dave is the regional head in the Philly district for IBS. Consult him in all problems. Do your very best to get in good with ~~the~~ him. Be sure to have him get to know a possible successor. And for God's sake show interest to them in closer H-S harmony, as far as radio & a network, for the fall, is concerned.

V.

KENNETH R. BLUM

~~Haverford College~~

Haverford, PA.

Look into the possibility of broadcasting dances from the Dining Room. It would require good engineering, but would be top notch experience for it would be the same as any big station. Several of the good CBS stations do this very often, & we might consider it. The audience might be small, but people don't always stay in the dance floor during the whole dance, nor does everybody go to the dance. I don't think it would cause people not to come to the dining hall to dance. Investigate, please.

I suggest you get a file - in the studio - to keep old correspondence to CBS. In the

feature IBS will play a very large
role in WHAV & it's most advisable to
keep those letters for reference.

Well there are just some of the
ideas I picked up. I'm going to
try to visit once before I leave
(the 19th) for induction to discuss
things in general. Please write me
if you find any question on this
material. I hope you'll keep in
mind those things. I've already talked
over with you concerning WHAV's proposed
comeback & put them in operation.
You've got a big job & you can handle
it as well as if not as good as any body on
campus. Let me know how broadcasting
is making out.

I know we can do it!

Hope you
can my writing.

IBS convention this winter ~~will~~
might be held in Philly district
at 5th. Discuss this with Dave.

Sincerely,

Ken

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HAVERFORD COLLEGE

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Broadcasting Plan - given to CBS last week.

MONDAY TUES WED Thurs

8:30	off	ON	off	on
9:00	Orner	Orner	Orner	Orner
	on	on	on	on
9:55	on the air Campus News - General Electric			
10:00	Orner	Orner	Orner	Orner
	on	on	on	on
10:30	off	on	off	on

Monday & Wed: 9:00-10:00 on the air

: Orner 9, 10

: GE 9:55-10:00

Tues & Thurs: 9:30-10:30 on the air

: Orner 9, 10

: GE 9:55-10:00

Advise CBS if different

Just a personal note - The
convention was quite a strenuous
affair for at no time was
the temp under 90°. Much
was accomplished, I think.
It's nice to know you're
on the ground floor of what
is sure to be a success eventually.
The ones to follow in the winter
will continue the good work
we've done.